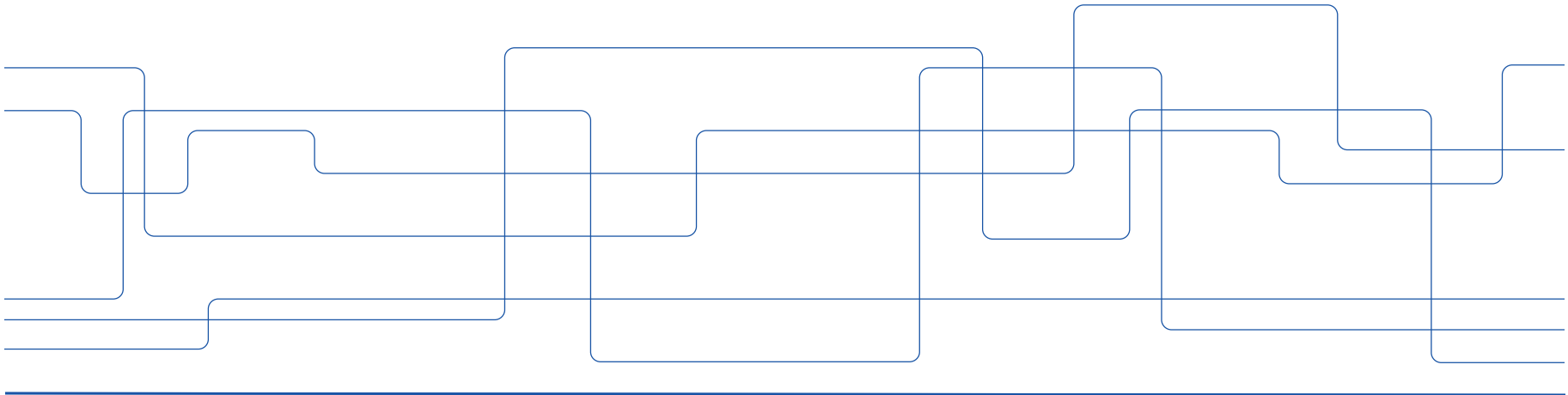




DM2350 – PJ1 GROUP

Exploring the **Connection** between **Color Hues** and **Perceived Eco-friendliness** using **Grocery Products**

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INTRODUCTION

Research Question:

How **COLOR** hues influence the **Eco-friendliness perception?**

We looked at **Essential Groceries** from 3 diff. 🌍 Continents:



FULL CREAM MILK



FROZEN PEAS



OLIVE OIL

BACKGROUND

[1] Using **GREEN** in retailer logos is perceived as **more eco-friendly** while **RED** ~~is not~~.

[2] **Colors** and their combinations can be used in **different cultures** in **brand marketing**.

[3] **Low Saturation** is perceived as **more gentle & sustainable**.

[4] **Cooler colors** are perceived as **healthier & more sustainable**.



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3. Marco Pichierri. 2023. Less saturated, more eco-friendly: Color saturation and consumer perception of product sustainability. Psychology & Marketing 40, 9 (2023)
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METHOD

- Chose **5** colors, **similar saturation** & **lightness** but different hues.



- Created **45** pictures of **3** different **grocery products** from **3** different **continents** recolored in **5** different **colors**.



- Conducted a survey with data from **44** participants across the globe.



How Eco-friendly do you perceive this product to be?

0 = Not eco-friendly at all | 5 = Extremely eco-friendly

Choose one of the following answers

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

- Significance (p-value **0.0029 < 0.05**)
- Median result ranged from **1.88** to **2.33**
- Warmer colors can be perceived as sustainable
- Higher red color channel might lead to lower sustainability rating

